



Memorandum

TO: COMMUNITY AND ECONOMIC
DEVELOPMENT COMMITTEE

FROM: Kim Walesh

SUBJECT: SAN JOSE PLANNING
FOR SUPER BOWL 50

DATE: August 14, 2015

Approved

D. D. Syl

Date

8/14/15

RECOMMENDATION:

Accept staff's report on City preparations for events and visitors in San José for Super Bowl 50 the week of January 31, 2016.

BACKGROUND

The Bay Area will host the 50th Anniversary Super Bowl on Sunday, February 7, which will bring an estimated one million visitors from around the world to the Bay Area region. In April, San José was selected by the NFL and San Francisco Bay Area Super Bowl 50 Host Committee to host one of the two Super Bowl teams, which made San José an "official" Super Bowl venue. This team, the NFC Champion, will stay in a Downtown hotel and will practice at San José State University's Spartan Stadium (SJSU). The leadership, initiative, and collaboration between the City and the San Jose Sports Authority, Team San Jose, SJSU, and community partners were instrumental in securing this role as a team host city.

The Mayor's June Budget Message, adopted by Council, said that "As a host city of one of the two teams during Super Bowl 50, San José will have a unique opportunity to demonstrate to the world that San José has become a premier American city in which to live, work, and play. The City Manager is directed to collaborate with the San Jose Sports Authority, Team San Jose, San Jose Downtown Association, the San Jose/Silicon Valley Chamber of Commerce, and VTA to jointly leverage this opportunity."

The Committee Meeting will feature a presentation about how San José will participate in Super Bowl 50-related activities and our collaborative planning efforts underway.

ANALYSIS

San José Super Bowl 50 Strategy

The Office of Economic Development convened a "San José Super Bowl 50 Coordinating Committee" earlier this year that is composed of many partners, including the San Jose Sports Authority, San Jose Downtown Association, Team San Jose, the San Jose/Silicon Valley

Chamber, VTA, SJSU, and others. An interdepartmental City team also has been formed to focus on putting our “best face forward” and meeting several Super Bowl-related requirements.

Our shared goal is to maximize the positive impact of Super Bowl visitors and events on the San José local economy, community, and reputation. To this end, the Committee has developed a San José Super Bowl 50 Strategy. The Strategy involves a range of activity areas, including marketing and communications, local events, public safety, air and ground transportation planning, Downtown appearance, resident engagement and philanthropy.

City Requirements as a Host Venue

The NFL requires the City to fulfill two requirements:

- *Team Escort and Security*—The San José Police Department is required to provide escort services for all team movements beginning with the team’s arrival at SJC through its departure, and to provide external security to the team’s hotel in Downtown. The Police Department is developing plans to provide these services, as well as to support SJSU police, and to coordinate with other regional and federal law enforcement agencies providing security for the event.
- *Temporary Clean Zone Ordinance*—The City Council will need to ensure that the City has the regulatory framework in place that restricts certain advertising and commercial activities within a designated area in order to protect public health and safety, and enhance local aesthetics in order to maximize the benefit and enjoyment of the Super Bowl events. The Ordinance will be scheduled for Council approval.

In addition, under the terms of a Super Community Agreement, the City will agree to become a participant in the Bay Area-wide “Super Community” program, along with many other cities. In exchange for abiding by certain guidelines—largely concerning the way we can promote ourselves as a Host City, and how we can use the terms NFL and Super Bowl—San José events and attractions will be promoted to visitors through official Super Bowl 50 Host Committee communications channels.

Department Planning Efforts

City departments are involved with planning efforts to ensure a positive experience for visitors to San José during Super Bowl 50, and are key players in the success of Super Bowl 50. The key idea is to use the Super Bowl preparations to get plans, assets, capacities, and relationships in place that will serve the community well beyond the Super Bowl.

- *Airport*. Both the NFC and AFC teams and their accompanying “friends and family” charter operations will arrive and depart the Bay Area from SJC. In addition to expanded and at-capacity commercial flights, the airport expects general aviation to be at capacity. The Airport is working with other Bay Area Airports, the TSA, and FAA to develop an airside operations plan to manage the heavy air traffic volumes expected. The rental car operation will expand significantly, as will the food & beverage and retail shops. Airport

staff is creating a terminal and landside management plan to allow for additional storage space, new display areas for concessions, and advertising, and to ensure smooth landside vehicle and pedestrian traffic flow.

- *Police Department.* The Police Department is developing plans to ensure safety of residents and visitors during the week of the Super Bowl. These plans provide for an increased police presence in the downtown area, Santana Row, as well as other locations and venues hosting Super Bowl-related events. Specific planning issues include provisions to address human trafficking in the region, as well as provisions for potential protests taking place in the City.
- *Office of Emergency Services.* Through the Office of Emergency Services, City staff is receiving emergency response training and will participate in “Operation Urban Shield” on September 11, 2015. Urban Shield is an annual, comprehensive, Bay Area-wide regional preparedness exercise to improve the overall Bay Area’s abilities to prevent, respond, and recover from a critical event or incident. Super Bowl 50 provides an opportunity for the entire region to focus coordinated emergency planning and training on range of potential incidents that could be associated with an event of this magnitude and visibility.
- *Economic Development/Cultural Affairs.* The Office of Economic Development is partnering with Team San Jose to convey a compelling message about San José to Super Bowl visitors as they arrive and pass through our airport and Downtown. New promotional materials, social media tools, and other assets are being created to promote San José as a destination for visitors and investment. The Office of Cultural Affairs is providing services to support our local Super Bowl events and public space activation.
- *“Best Face Forward” Interdepartmental Team.* An interdepartmental team is driving completion of Downtown projects by February to “minimize the negatives” such as illegal signs, graffiti, and tree trimming; and “enhance the positives” such as illuminated public artworks and San Pedro Squared retail. This team includes PRNS, PBCE, OED, Public Works, Transportation, Housing, and Environmental Services.

EVALUATION AND FOLLOW-UP

Staff will issue an Information Memo after the Super Bowl documenting the outcomes for the economy and the ongoing capacity built through the Super Bowl experience to support large-scale regional events and promote San José to visitors.

COORDINATION

This memo has been coordinated with the Police Department, Airport, City Manager’s Office, and City Attorney’s Office.

Community and Economic Development Committee

August 14, 2015

Subject: San José Planning for Super Bowl 50

Page 4

/s/

Kim Walesh

Director of Economic Development

Deputy City Manager

For questions, please contact Cara Douglas, Sr. Communication Officer, at (408) 535-8168.